

John R. Milner

July 5, 2006

TO:

Federal Trade Commission
Office of the Secretary
Room H-135 (Annex W)
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: Business Opportunity Rule, R511993

Dear Sir or Madam,

I am commenting on Business Opportunity Rule R511993 because I believe there would be significant adverse situations created with the proposed ruling. While I know that the Federal Trade Commission has the interests of the consumer at heart and you can do a good job of protecting the consumer from fraudulent actions of unscrupulous people, it very evident that the proposed ruling casts a very broad net over the Network Marketing industry.

I have been involved in Network marketing or Multi-level Marketing since 1978. I have been an independent distributor for XanGo for over a year now. I believe this form of marketing business is one of the finest and least expensive ways for someone to start a business of their own. It provides an opportunity for someone of limited means to begin to make a good income if they are diligent in both their research and effort. Network marketing also provides an excellent environment for personal growth that is rather unique to this industry. While I am an advocate for consumer awareness, I am also a strong advocate for a free marketplace where regulation is kept to a minimum. It is for this reason that I feel compelled to comment on this proposed ruling.

The tried and proven caution of "buyer beware" applies here just as much here as in any other market place. Forcing a 7 day waiting period on this industry singles us out as more untrustworthy than other marketers and burdens us with administrative problems that are unnecessary in my opinion. The delay will cost us and, more importantly, the people we are trying to help a great deal in terms of monetary solutions and product benefits. It is rare for a person to join our organization on the first contact. It usually takes several conversations and some real research on the part of the prospective business associate over, several days before a decision is made. So the waiting period is already built in. Frivolous litigation is regrettably a fact of life in our society. The proposed ruling does not allow for distinguishing between the serious and frivolous or those

litigation's won or lost. How is one to discern the importance without allowing for complete disclosure? Legitimate business people are being singled out and this requirement casts a bad light on those of us trying to do the right thing.

While it is possible to become overly enthusiastic about the amount of money one can make in Network Marketing, it is my opinion, and it has already been proven, that education by the company and the associated sponsorship line is the key to minimizing the exaggerations of earnings. Those dishonest people you are trying to target will not honestly comply with your ruling anyway. The honest organizations will comply but they are not the ones you are targeting. The marketplace is a great leveler and the dishonest will fail.

The need to provide the list of the 10 nearest distributors is highly impractical as the organizations are spread nation wide and applies only to the company we represent. There is no provision, nor should there be, for a listing of competing companies or their distributors. It is my opinion that this listing would apply here just as well. I have been asked once for names or numbers of XanGo distributors local to the prospective distributor in 14 months. I would not like to be on a "list" to be contacted simply for right to privacy reasons. It would be highly impractical and unproductive to comply with this part of the proposed ruling. Let the marketplace work.

While I feel it is very unfortunate that people are taken advantage of by dishonest organizations, these organizations are in the minority and they will be found out and they, then, will fail. The marketplace has always been a great leveler and the dishonest will fail while the honest will prevail despite all the regulations we can design. What can happen is that too much regulation can choke off an industry or at least keep some honest people from prospering because they are not allowed the freedom to choose how to conduct their business. Those who were unfortunate enough to fall prey to the dishonest can learn to be more careful the next time. Those who succeed have always learned from their mistakes. Please allow us to do that. Too much protection, as we have in this proposed ruling, is not a good thing.

Sincerely,

John R. Milner
Xango LLC Independent Dist.